

## ABSTRACT

Disclosed herein is a vehicle mountable mobile advertising system for displaying a plurality of advertising messages. The advertising system is protected from inclement weather by a protective enclosure. The protective enclosure is provided with at least one message viewing window. The advertising display is adapted to change a displayed message based upon detected motion of the vehicle. When it is detected that the vehicle is in a traffic jam the messages being displayed change frequently. To facilitate the autonomous operation of the advertising system, the system is provided with a motion sensor. The system is also to be provided with programmable logic and memory so that a royalty stream may be developed for the messages displayed. The system is also adapted to transmit audio messages associated with displayed visual messages.